Island County

Quit Line Data Summary July 1 - September 30, 2002

July 1 - September 30, 2002	Country	Ctata
Number of Calle to Quit Line	County	State N = 3 006
Number of Calls to Quit Line	N = 22	N = 3,906
Percent of Statewide Calls	0.7%	100.0%
Percent of State Population in County ¹	1.2%	100.0%
	County %	State %
Gender	N = 21	N = 3,543
Female	85.7%	61.4%
Male	14.3%	38.6%
Race/Ethnicity	N = 21	N = 2,967
People of Color	9.5%	15.6%
White	90.5%	84.4%
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Age	N = 21	N = 3,091
Less than 18 years old	0.0%	2.0%
18 - 24 years old	14.3%	14.9%
25 - 34 years old	28.6%	22.9%
35 - 44 years old	9.5%	25.8%
45 years and older	47.6%	34.3%
Education	N = 21	N = 3,038
Did not graduate high school	14.3%	16.6%
High school graduate	23.8%	31.8%
Some college/vocational school	57.1%	38.6%
College graduate	4.8%	13.0%
Caller Type	N = 22	N = 3,409
General Information	4.5%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	95.5%	83.9%
Payer Type	N = 16	N = 2,235
Insured	68.8%	43.4%
Uninsured	6.3%	23.8%
Medicaid	25.0%	32.7%
Heard About	N = 21	N = 2,881
Past caller	19.0%	17.4%
Employer/worksite	0.0%	0.7%
Health care provider	38.1%	19.6%
Television	19.0%	23.9%
Outdoor advertisement (billboard/bus/wall)	4.8%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	14.3%	18.8%
Health Department	0.0%	3.0%
School	4.8%	0.6%

Source: Washington State Department of Health Tobacco Prevention and Control

¹ "Census 2000", August 2001 (OFM) * Rate not calculated because number of calls was less than 5. Assessment and Evaluation